

CLAIMS

We claim:

1 1. A method of transacting commerce on a network having a client system, an upsell
2 server system, and an affiliate server system, comprising the steps of:
3 downloading an affiliate order window to the client system from the affiliate
4 server system;
5 uploading transaction details from the client system to the affiliate server system;
6 displaying a post-sale opportunity on the client system, wherein the post-sale
7 opportunity includes upsell details that comprise the transaction details;
8 if the post-sale opportunity is accepted at the client system, performing the steps
9 of:
10 transferring the upsell details to the upsell server system; and
11 downloading an upsell offer from the upsell server to the client system;
12 and
13 if the upsell offer is accepted, processing an upsell order at the upsell
14 server system using the upsell details.

1 2. The method of claim 1, comprising the step of running an upsell script from the
2 affiliate order window to cause the post-sale opportunity to be displayed to the client
3 system.

1 3. The method of claim 1, wherein the transaction details include customer information
2 and order information.

1 4. The method of claim 3, wherein the upsell offer is determined by:
2 examining a promotional identifier provided to the affiliate server system from the
3 upsell server system.

1 5. The method of claim 3, wherein the upsell offer is determined by:
2 analyzing the upsell details;
3 selecting an upsell offer based on the analyzed upsell details.

1 6. The method of claim 3, wherein the customer information includes payment details.

1 7. The method of claim 6, wherein the step of processing the upsell order at the upsell
2 server system includes the steps of:
3 analyzing the payment details in the transaction details; and
4 securing payment for the upsell order using the payment details.

1 8. The method of claim 1, wherein the post-sale opportunity and the upsell offer are
2 displayed on the client system in the form of a pop-up window.

1 9. A system for transacting commerce on the world wide web, comprising:
2 an affiliate website having a system for processing a transaction with a client and
3 for receiving transaction details from the client; and
4 an upsell server, wherein the upsell server includes:
5 a system for capturing the transaction details from the client during the
6 transaction between the affiliate website and the client;
7 a system for providing an upsell offer to the client during the transaction
8 between the affiliate website and the client; and
9 a system for completing an upsell order with the client using the captured
10 transaction details.

1 10. The system of claim 9, further comprising an upsell script that is run during the
2 transaction between the affiliate website and the client to create a pop-up window.

1 11. The system of claim 10, wherein the pop-up window causes the client to transfer
2 transaction details to the upsell server.

1 12. The system of claim 11, wherein the pop-up window causes affiliate details that
2 include a promotional identifier to be transferred to the upsell server.

1 13. The system of claim 9, wherein the transaction details include customer details.

1 14. The system of claim 13, wherein the customer details include payment information.

1 15. The system of claim 13, wherein the transaction details include affiliate order
2 information.

1 16. The system of claim 9, wherein the upsell website further includes a system for
2 selecting the upsell offer from a plurality of upsell offers.

1 17. The system of claim 16, wherein the system for selecting the upsell offer selects the
2 upsell offer based on the transaction details.

1 18. The system of claim 12, wherein the upsell website further includes a system for
2 selecting the upsell offer from a plurality of upsell offers based on the affiliate identifier.

1 19. The system of claim 9, wherein the upsell website further includes a system for
2 processing the upsell order.

1 20. A program product stored on a recordable media, that when executed, includes:
2 means for capturing transaction details during the processing of a transaction
3 between an affiliate server and a client;
4 means for providing an upsell offer to the client during the transaction between
5 the affiliate server and the client; and
6 means for completing an upsell order with the client using the captured
7 transaction details.

1 21. The program product of claim 20, wherein the program product is executable on a
2 system that includes the affiliate server.

1 22. A hub system for brokering upsell opportunities between affiliate servers and
2 upseller servers, comprising:
3 means for capturing upsell opportunities during the execution of transactions
4 between the affiliate servers and their respective clients, wherein each upsell opportunity
5 includes transaction details; and
6 means for transmitting the captured upsell opportunities to at least one selected
7 upsell server during the execution of said transaction.

1 23. A system for transacting commerce on the world wide web, comprising:
2 an affiliate website having a system for processing a transaction with a client and
3 for receiving transaction details from the client; and
4 an upsell server, wherein the upsell server includes:
5 a system for capturing the transaction details during the transaction
6 between the affiliate website and the client; and
7 a system for providing upsell content to the client during the transaction
8 between the affiliate website and the client.

1 24. The system of claim 23, wherein the upsell content is determined based on the
2 captured transaction details.

1 25. A method of transacting commerce on a network having a client system, an upsell
2 server system, and an affiliate server system, comprising the steps of:
3 downloading an affiliate order window to the client system from the affiliate
4 server system;
5 uploading transaction details from the client system to the affiliate server system;
6 transferring the transaction details to the upsell server system;
7 displaying a post-sale opportunity on the client system;
8 if the post-sale opportunity is accepted at the client system, performing the steps
9 of:
10 downloading an upsell offer from the upsell server to the client system;
11 and
12 if the upsell offer is accepted, processing an upsell order at the upsell
13 server system using the upsell details.

1 26. The method of claim 25, wherein the post-sale opportunity is generated by the upsell
2 server.

1 27. The method of claim 25, wherein the transaction details include name, payment, and
2 affiliate information.

1 28. The method of claim 25, wherein the transaction details include a unique identifier.

1 29. The method of claim 28, wherein the unique identifier is generated by the affiliate
2 server.

1 30. The method of claim 28, wherein the unique identifier is captured from the order
2 window.

1 31. The method of claim 25, wherein the post-sale opportunity is displayed in a pop-up
2 window.

1 32. The method of claim 25, wherein the post-sale opportunity is displayed in an
2 IFRAME window.